JORDAN DOUGLAS

Experienced and innovative User Experience Designer with a passion for creating intuitive and engaging digital experiences. Leveraging a blend of creativity, empathy, and technical expertise, I specialize in crafting user-centric designs that drive meaningful interactions and deliver measurable results.

https://pixelartist.com/   jordan@pixelartist.com   (208) 473-0135

Skills

Visual Design

Product Design

User Experience

Discovery

Branding

Design Thinking

Figma/Sketch

Agile

Wireframes

Prototyping

Accessibility

Adobe Creative Suite

HTML/CSS3

Journey Maps

jQuery

JavaScript

Bootstrap

PHP/MySQL

WordPress

Experience

Director of User Experience

University of Phoenix 2023-2024

Establishing a Design System, Usability Testing, Design Thinking and creating a content process to bring change that is fulfilling the job to be done for the user.

- Managed a team of 11 UX and Content designers across 10 product teams, overseeing the hiring process, managing performance evaluations, and fostering professional growth through effective coaching and mentorship.
- Established and maintained consistent UI designs across multiple product teams, ensuring a unified and cohesive user experience throughout academic experience.
- Spearheaded the implementation of a Figma MUI (Material-UI) design system workflow for front-end developers, improving collaboration and efficiency in the design-to-development pipeline.
- Made significant contributions to the development and maintenance of the Design System, Style Guide, and Pattern Library, ensuring consistency and scalability across all product offerings.

Director of Design and User Experience

Allstate Identity Protection 2022

Implemented a Design System, managed user research, introduced Design Thinking, and refined the content design process to address the user's needs effectively.

- Established a Figma component design system and pattern library in partnership with parent company Allstate
- Set up usability testing program with backlog
- Created co-branding guidelines for partner applications
- Brought content, design and user research onto my team for better team synergy and product design
- Built new designs and branding for product and co-branded partner applications

Creative Director on UX Team

CSAA Insurance 2021

- Pioneered a robust Design System, Style Guide and Pattern Library
- Built Figma components with variations based on Material UI
- Participated in user research testing and synthesis
- Designed UI for MyPolicy product including payment flows, Wallet, and Document Library

Experience

- ## Principal Graphic Designer

  Oracle 2008-2017
  - Designed UI, UX for Oracle Help Center Incorporating documentation and learning paths for Cloud, Fusion Middleware, Java, and Rest APIs Etc.
  - Hand-coded engaging HTML5/CSS3 responsive UI, drawers, scrollspys, modal video, learning paths, and more.
  - Worked seamlessly with international development teams in Agile/Scrum environment.
  - Lead Accessibility designer creating WCAG/508 compliant code tested with JAWS
  - Built an internal project/media tracking system with a searchable image library in PHP resulting in 100% on-time delivery of technical illustrations

- ## Interactive Designer/Team Lead

  U.S.C.G. & L3 Technologies 2001-2008
  - Team leader for a group of ten or more interactive and instructional media designers who created online training courses, simulations and instructional process improvement for the U.S. Coast Guard
  - Designed and developed the first ever online course to be deployed Coast Guard-wide
  - Built a SCORM object e-learning course engine using Flash, XML content, Video, Narration, Quizzes, Bookmarking and developed tools for easy updates and rapid prototyping

- ## Owner, Designer

  Moonshine Productions 2000-2001
  - Design and development services for Esprit de Corp, Union Bank, Verilink, Extenta Wireless

- ## Creative Director

  SelfCare.com 1998-2000
  - Managed over twenty employees in SelfCare.com's Creative and Engineering departments
  - Evolved selfcare.com through several redesigns and secured over 100 million in VC funding
  - Played a key role in establishing partnerships with NBCI, Women.com, Ivillage, AOL, Value Vision and 3rd Age

Work Passions

- Creating brand and UI pattern consistency
- Solving complex UI problems
- Unhappy paths
- Continuous discovery

Contact

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